



DEPARTMENT OF BBA

Report Submission: 21/07/2026

Semester: I	Academic Year: 2026–27	Venue: Main Auditorium, Acharya Institutes
Event Date: 20/07/2026	Time: 12:30 PM to 02:30 PM	Duration: 02:00 HRS

TYPE OF EVENT: ORIENTATION

EVENT NAME: BBA DEPARTMENTAL ORIENTATION

Target Audience: 1 st Year BBA Students	Number of Participants: 133	Event Coordinator: Mr. Chethan S
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Objectives:

1. To formally welcome the newly admitted BBA students and familiarize them with the institution and department.
2. To provide an overview of academic regulations, attendance requirements, examination policies, and student support services.
3. To create awareness about the various opportunities available through clubs, placements, training programs, guest lectures, industrial visits, and co-curricular activities.

Program Introduction:

The Department of Management organized BBA Department Orientation 2K26 for the newly admitted students of the BBA Programme (Batch 2026–2029). The orientation was designed to help students understand the academic environment, institutional expectations, and opportunities available throughout their undergraduate journey. The event served as an interactive platform where students were introduced to faculty members, departmental activities, academic policies, and career development initiatives, enabling them to begin their college life with confidence and clarity.



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Theme of the Event:

"Begin the Journey: Learn, Lead, and Succeed."

The theme emphasized the importance of embracing learning as the foundation for personal and professional growth. It encouraged students to develop leadership qualities, take initiative, and actively participate in academic and co-curricular activities. The orientation inspired students to embark on their BBA journey with confidence, commitment, and a vision for achieving success in their future careers.

Detailed Report:

The Department of Management successfully organized the BBA Department Orientation 2K26 on 20th July 2026 from 12:30 PM to 02:30 PM at the Main Auditorium, Acharya Institutes for the newly admitted students of the BBA programme.

The event commenced with a formal welcome by Ms. Khushi, setting the tone for an engaging and informative session. Subsequently, Dr. Asha S, Head of the Department, presented an overview of the Department of Management, highlighting the department's vision, mission, objectives, academic offerings, faculty expertise, and university ranks achieved by students.

Prof. Chethan S, Assistant Professor, BBA Department, provided a comprehensive academic briefing covering course structure, attendance regulations, IA Split-Up, college timings, and expectations from students. The session emphasized the importance of discipline, regular attendance, and active participation in academic activities.

Further sessions addressed various student policies including dress code, mobile phone usage, laptop usage, and internal assessment procedures. Faculty members also briefed students on opportunities available through sports, departmental clubs, industrial visits, inter-collegiate fests, guest lectures, placement initiatives, and industry-oriented training programs.

The orientation also highlighted the department's commitment towards holistic student development through experiential learning, skill enhancement programs, certification courses, and industry collaborations. Students actively participated in the interactive sessions and clarified their queries regarding academics, examinations, internships, placements, and campus facilities.

The keynote talk and orientation sessions concluded at 02:20 PM, followed by an interactive question-and-answer session where students clarified their doubts regarding academics, examinations, placements, and campus facilities.

The programme concluded with a Vote of Thanks delivered by Prof. Khushii, who expressed sincere gratitude to the Management, Principal, Head of the Department, faculty members, organizing

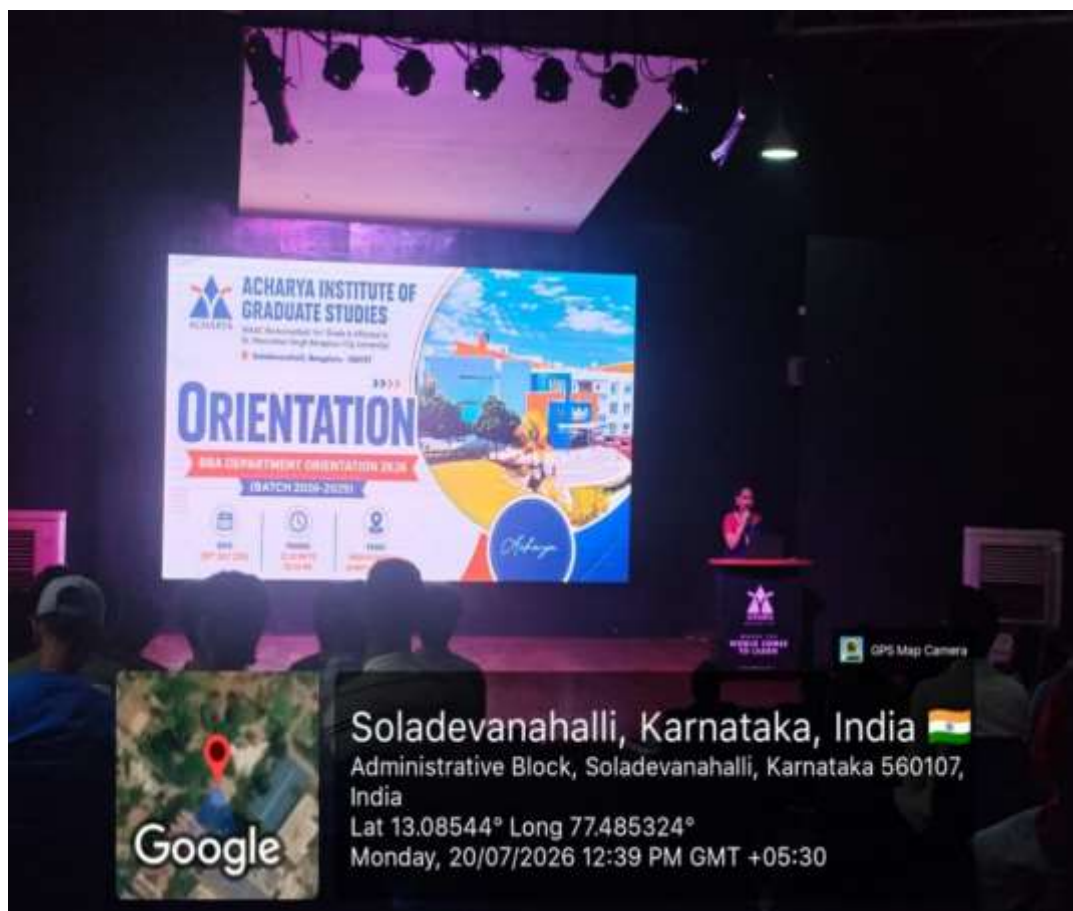


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committee, and students for their enthusiastic participation and contribution towards the success of the programme. The event formally ended at 02:30 PM.

The orientation programme successfully created a welcoming environment for the students and provided them with valuable insights into their academic journey, helping them begin their BBA programme with confidence, clarity, and motivation.

Geotagged Photographs:



Inauguration of BBA Department Orientation 2K26 in the Main Auditorium



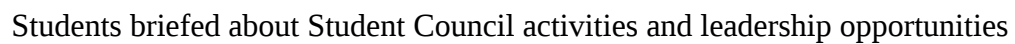
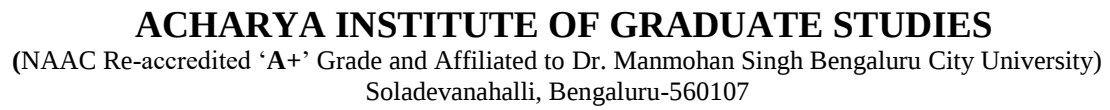
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Newly admitted BBA students attentively participating in the orientation programme



Session on Internal Assessment Policy conducted for first-semester BBA students





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Introduction of Department of Management faculty members to the incoming BBA batch



Glimpse showing Dr. Asha S introduced Mr. Chethan S to the I Semester Students



Dr. Asha S presenting the Mission and academic vision of the Department



Department Overview session highlighting the opportunities and achievements of the BBA programme



Glimpse showing Dr. Asha S introduced Mr. Manoj H R to the I Semester Students

Outcomes:

1. Students gained a clear understanding of the BBA curriculum, academic regulations, attendance requirements, and evaluation process.
2. Students became aware of various developmental opportunities such as industrial visits, placements, training programmes, sports, and inter-collegiate activities.
3. Students developed confidence and preparedness to begin their academic journey and actively engage in departmental initiatives.

Conclusion and Audience Feedback Summary:

The BBA Department Orientation 2K26 successfully achieved its objective of introducing first-semester students to the academic and professional ecosystem of Acharya Institute of Graduate Studies. The programme provided a comprehensive understanding of departmental expectations, institutional policies, and career development opportunities available during the BBA programme.



Audience Feedback Summary

- Students appreciated the detailed explanation of academic policies and attendance requirements.
- The interaction with faculty members helped students understand departmental activities and support systems.
- Overall feedback indicated that the programme was informative, well-organized, and beneficial for students transitioning from school to college education.

